



UNIVERSIDAD DE SONORA
Central Regional Unit
Economic Administrative Science Division
Accounting Department
BACHELOR OF TOURISM

Course: Tourism project workshop		Ident: (SCHOLAR)	
Prerequisite : Territorial planning and development of tourist destinations.		Subsequent: Elective of the major core of Tourism Planning (Current tourism topics and trends, Financial management of regional tourism projects, Evaluation and Management of regional tourism projects and Geography of the territorial resources of Sonora)	
Credits: 7 credits	Mode: Semi attendance	Week Hours: 4 (3t y 1p)	Course Hours: 64
Teaching-learning mode: Theoretical-practical course		Service Department: Accounting	
Formation core: Major			
Specific competencies to develop:			
Competency 1 – Diagnoses socio-demographic, political and cultural processes in tourism development			
Competency 2 – Plans and designs tourism projects attending the diagnosis of social problems			
Competency 5 – Manages tourism organizations through the design of business plans, management of operating systems of tourist services; leads organizations.			

Introduction:

Regional development demands professionals committed with the analysis of the environment dynamics, which offers economic development opportunities. A tourism project consists of a set of interrelated and coordinated activities to meet specific management and development objectives in a specific area of tourism, which in turn is a basic strategy for promoting regional tourism in the State of Sonora.

Unit 1 identifies the meaning of a tourism project and its operation

Unit 2 carries out an analysis of the different types of projects and preparation tourist products.

Unit 3 teaches how to carry out an economic and feasibility analysis for implementing a project.

Purpose:

It forms part of the major core; it is given from the seventh semester on, as an elective course. It is aimed to provide the student with the abilities and competencies for planning tourism projects serving the specific needs of the regional and the management of developing tourism organizations. Moreover, he will integrate the knowledge required to dimension strategic planning in managing tourism projects. It is found within the major core, and it is given in the VII semester, as an elective course..

General Objective:

To develop tourism projects serving the specific needs of organizations, enabling its management within the regional, national and international environment

Specific Objectives:

- To analyze the specific situation of the enterprise and the region, and to identify the opportunities for developing attractive and profitable tourism projects, with an entrepreneurial, proactive and innovating attitude.
- To integrate a tourism project starting from a situational analysis for the execution of a systematic plan, proceeding in a collaborative, communicating and respectful manner.
- To evaluate the financial feasibility of a tourism project by identifying and managing resources, with an ethical and analytical approach.

Competency Units:**Competency unit I. The projects of the tourism sector**

- a. Definition of a tourism project
- b. Meaning and need of tourism project evaluation.
- c. Plan for a tourism enterprise, according to typology and classes.

Competency unit II. Preparing the project

- a. Identification and selection of the tourism Project; cultural, health, food, etc
- b. Market analysis (Supply, demand)
- c. Study and creation of products (justification)
- d. Provisions and diagnosis
- e. Management of government and commercial relations

Competency unit III. Economic analysis of the project

- a. Financing policy
- b. Economic-financial analysis
- c. Marketing plan
- d. Result assessment
- e. Feasibility plan
- f. Contingency plan
- g. Conclusions and decision making

Evaluation: general criteria for course accreditation:

The final grade is obtained from the average of the three mid term evaluations. Each mid term evaluation shall be scored as follows:

I MID TERM:

Written evaluation	40%
Research	20%
Information analysis in class	10%
Project progress	20%
Class participation	10%

II MID TERM

Research	30%
Information analysis in class	20%
Project progress	40%
Class participation	10%

III MID TERM

Attendance presentation	20%
Research	20%
Information analysis in class	10%
Project progress	40%
Class participation	10%

Desirable qualifications of the course instructor:

Academic master degree or major of Tourism Product Design or equivalent to the study field of the course, with proven two year minimum experience and professional development in areas similar to this course. A minimum two year higher education teaching experience.

Professional formation and/or degree in an equivalent area, teaching experience in these issues.

Verify the professor formation process requested by the Institution

Conduct an interdisciplinary approach.

Two year teaching experience

For the professor to be programmed and made responsible of teaching this course, he shall have full command of the topics described in the course description, in both English and Spanish.

Bibliography	Type (basic or supplementary)
Alegre, J., Cladera, M. y Sampol, C. (2003). Análisis cuantitativo de la actividad turística, Ed. Pirámide. ISBN 84-368-1746-X	Basic
Baca, G. (2006). <i>Evaluación de proyectos</i> . México; Editorial Mc. Graw Hill.	Basic
Roselló, D. (2004). Diseño y evaluación de proyectos culturales, Ed. Ariel. ISBN 978-84-344-5232-9	Basic
Boullón, R. (2002). Proyectos turísticos. Metodología para acertar sin errores, Ed. Ediciones Turísticas. ISBN 987-9473-14-0	Basic

Sapag, J. (2011). <i>Proyectos de inversión: formulación y evaluación</i> . México; PEARSON, 2011.	Supplementary
Inzunza, V. (2010). <i>Formulación y evaluación de proyectos de inversión</i> . México; Editorial UNISON.	Supplementary
Baca, G. (2010). <i>Evaluación de proyectos</i> . ED MCGRAW HILL. SEXTA EDICIÓN.	Supplementary
Sapag, J. (2008). <i>Preparación y evaluación de proyectos</i> . México; Editorial Mc. Graw Hill.	Supplementary
Sapag, J. (2004). <i>Evaluación de proyectos, guía de ejercicios</i> . México; Editorial Mc. Graw Hill.	Supplementary

Competency development

Learning outcomes	Educational activities	Volume of student work in hours	Evaluation
WEEK 1			
Thematic unit I. The Projects of the Tourism Sector.			
Identification and analysis of correlation points and approaches on the definition of a Tourism Project.	I a.- Definition of a tourism project. Team work on the definition of a Tourism Project Class discussion. Preparing an individual report.	4 hours	* Active and appropriate student participation * Printed reports (essays or synthesis) derived from research, as to form and content. * Written evaluation of logics, synthesis, analysis and written communication. * Project progress as to the guidelines.
WEEK 2			
Critical sense and analysis of the meaning and admissibility of the need to carry out the assessment of a Project.	I b.- Meaning and need to evaluate projects.. Rain of ideas. Assignment of readings regarding the topic Presentation of the conclusions of readings..	6 hours	* Active and appropriate student participation * Printed reports (essays or synthesis) derived from research, as to form and content. * Written evaluation of logics, synthesis, analysis and written communication. * Project progress as to the guidelines.
WEEK 3			
Research, knowledge and identification of the different typologies and/or classification of tourism enterprises.	I c.- Plan for a tourism Enterprise, as per typology and class. Assignment of readings. Team discussion on correlation points of readings.	6 hours	* Active and appropriate student participation * Printed reports (essays or synthesis) derived from research, as to form and content. * Written evaluation of logics, synthesis, analysis and written communication. * Project progress as to the guidelines.
WEEK 4			
Thematic Unit II. Preparing the Project			

Student analysis of socio-demographic, political and cultural processes of the regional environment.	II a.- Identification of the Tourism Project; Cultural, Health, Food, etc. Assignment of readings. Team presentation of the justification for the selection of the project to be developed.	6 hours	* Active and appropriate student participation * Printed reports (essays or synthesis) derived from research, as to form and content. * Written evaluation of logics, synthesis, analysis and written communication. * Project progress as to the guidelines.
WEEK 5			
Identifies and knows the context where the tourism project selected according to the typology and/or class is placed. Students analyze the impact on the different socioeconomic, environmental factors.	II b.- Market Analysis. (Supply, demand). Team work on documentary research focused to the supply and demand of the tourism project selected. Preparing and presenting a progress report.	4 hours	* Active and appropriate student participation * Printed reports (essays or synthesis) derived from research, as to form and content. * Written evaluation of logics, synthesis, analysis and written communication. * Project progress as to the guidelines..
WEEK 6			
Develops planning of the design of products integrating the portfolio of the tourist project at issue.	II c.- Study and creation of products. (justification) Team work on product design <i>a doc</i> to the tourism project selected. Preparing and presenting a progress report.	4 hours	* Active and appropriate student participation * Printed reports (essays or synthesis) derived from research, as to form and content. * Written evaluation of logics, synthesis, analysis and written communication. * Project progress as to the guidelines.
WEEK 7			
Diagnoses and analyzes the supply requirements of the Project.	II d.- Provisions and diagnosis. Team research on provisions involved in the development of the tourism Project. Preparing and presenting a progress report.	4 hours	* Active and appropriate student participation * Printed reports (essays or synthesis) derived from research, as to form and content. * Written evaluation of logics, synthesis, analysis and written communication. * Project progress as to the guidelines.
WEEK 8			
Identifies, plans and selects the adequate commercial processes for the Project. Knows, plans, manages and selects the sales actions applicable to the project. Diagnoses the socioeconomic impact in selecting the commercial processes.	II e.- Commercial processes and sales actions. Team research on the different commercial processes and sales actions within the context of the tourism Project selected. Preparing and presenting a progress report.	4 hours	* Active and appropriate student participation * Printed reports (essays or synthesis) derived from research, as to form and content. * Written evaluation of logics, synthesis, analysis and written communication. * Project progress as to the guidelines.
Thematic Unit III. Economic Analysis of the Project			
WEEK 9			

	III.a.- Financing Policy		
Knows, identifies and applies the information collected on financing policies for the type of project selected.	Documentary research on the existing financing policies within the context of the Project. Preparing and presenting a progress report.	4 hours	* Oral and body communication in the attendance presentation * Style, writing and appropriateness of the printed report on the research performed. * Submission in due time and proper form of progress, as to the guidelines * Active and appropriate student participation.
WEEK 10			
	III.b.- Economic-Financial Analysis		
Knows and analyzes the economic and financial aspects of the Project. Diagnoses, plans and designs strategies taking into account economic and financial aspects of the Project.	Research work and analysis of the economic and financial aspects required by the Project as per its objective and environment. Preparing and presenting a progress report.	4 hours	* Oral and body communication in the attendance presentation * Style, writing and appropriateness of the printed report on the research performed. * Submission in due time and proper form of progress, as to the guidelines * Active and appropriate student participation.
WEEK 11			
	III. c.- Marketing Plan		
Analyzes and plans all the activities involved in the marketing plan selected in accordance with the tourism Project and its context.	Team design of a Marketing Plan for the Project selected. Preparing and presenting a progress report.	8 hours	* Oral and body communication in the attendance presentation * Style, writing and appropriateness of the printed report on the research performed. * Submission in due time and proper form of progress, as to the guidelines * Active and appropriate student participation.
WEEK 12			
	III. d.- Assessment of Results		
Develops a critical sense and objective of the Project progress for the best decisions.	Analyze the results obtained and integrate a value and feasible proposal.	7 hours	* Oral and body communication in the attendance presentation * Style, writing and appropriateness of the printed report on the research performed. * Submission in due time and proper form of progress, as to the guidelines * Active and appropriate student participation.
WEEK 13			
	III. e.- Feasibility Plan		
Analyzes and plans the feasibility plan for the tourism project selected.	Team design of a Feasibility Plan for the Project selected. Preparing and presenting a progress report.	4 hours	* Oral and body communication in the attendance presentation * Style, writing and appropriateness of the printed report on the research performed. * Submission in due time and proper form of progress, as to the

			guidelines * Active and appropriate student participation.
WEEK 14			
	III. f.- Contingency Plan		
Evaluates the contingencies concerning the Project and designs strategies to minimize any risk of the Project.	Design a contingency plan to attend the situational analysis and the market opportunities.	5 hours	* Oral and body communication in the attendance presentation * Style, writing and appropriateness of the printed report on the research performed. * Submission in due time and proper form of progress, as to the guidelines * Active and appropriate student participation.
WEEK 15			
Analyzes and synthesizes the significant progress and makes important decisions for its possible execution	III. g.- Conclusions and Decision Making Assess the project as a whole and plan its execution systematically.	6 hours	* Oral and body communication in the attendance presentation * Style, writing and appropriateness of the printed report on the research performed. * Submission in due time and proper form of progress, as to the guidelines * Active and appropriate student participation.
WEEK 16			
Evaluates the active participation of the team members in research, design and integration of the tourism Project. Develops his capacity to join work teams, and also a sense of responsibility.	Team design of the integrated presentation of the tourism Project selected	4 hours	*Project synthesis * Capacity of persuasion on the feasibility of the Project selected * Oral and written communication * Team work (accountability)